

Message Text

UNCLASSIFIED

PAGE 01 JIDDA 05335 141445Z

45

ACTION NEA-16

INFO OCT-01 ISO-00 AGR-20 EB-11 COM-08 H-03 DRC-01 RSC-01

/061 W

----- 018696

R 141430Z SEP 74

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 8620

INFO AMCONSUL DHAHRAN

USDEL RIYADH

UNCLAS JIDDA 5335

E.O. 11652: N/A

TAGS: ETRD, BEXP, SA

SUBJECT: SAUDI LABELLING REQUIREMENTS

REF: A. STATE 193569; B. JIDDA 5086

1. EMBASSY HAS NOT YET HAD OPPORTUNITY TO DISCUSS CURRENT SAG THINKING ON SUBJECT WITH MINISTRY OF COMMERCE. HOWEVER, TRADE SOURCES HAVE INDICATED THAT THERE HAS BEEN NO RECENT CHANGE IN THEIR POSITION, I.E., THE REQUIREMENT THAT LABELLING BE IN ARABIC IS TO TAKE EFFECT AS OF AUGUST 1976. CURRENT FLURRY OF INTEREST UNDOUBTEDLY DUE TO FACT THAT FOREIGN FIRMS WERE TO REGISTER THEIR AGREEMENT TO UNDERTAKE ARABIA LABELLING BY AUGUST 1974, A REQUIREMENT WITHOUT ANY REAL TEETH.

2. DOUBT THAT THIS WILL BECOME SERIOUS PROBLEM. MINISTRY OF COMMERCE OBVIOUSLY DOING ITS BEST TO PRESSURE FOREIGN SUPPLIERS INTO ACCEDING TO REQUIREMENT, BUT IF FACED WITH MASSIVE NON-COMPLIANCE AND RESURGENCE OF SAUDI IMPORTER PROTESTS, MINISTRY WILL PROBABLY GIVE WAY AGAIN IN THE END. IN EXTREMIS, DEAL WOULD PROBABLY BE WORKED OUT FOR IMPORTERS TO RELABEL LOCALLY.

3. NOTE THAT FOR SAG THIS ISSUE IS NOT SIMPLY ONE OF UNCLASSIFIED

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LINGUISTIC CHAUVANISM BUT REFLECTS CONCERN ABOUT CASES

OF GROSS MISREPRESENTATION OF CONTENTS WHICH HAVE BEEN
PERPETRATED ON THE SAUDI PUBLIC ON OCCASION (REF B).
CAREFUL READING OF ENTIRE DECREE CLEARLY REVEALS THAT
PRIME INTENT IS TO INSURE THAT SAUDI PUBLIC KNOWS EX-
ACTLY WHAT IT IS BUYING.
AKINS

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: FOOD & DRUG REGULATIONS
Control Number: n/a
Copy: SINGLE
Draft Date: 14 SEP 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974JIDDA05335
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740258-0189
From: JIDDA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740945/aaaablvn.tel
Line Count: 67
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A. STATE 193569; B. JIDDA 5086
Review Action: RELEASED, APPROVED
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Review Content Flags:
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Review Exemptions: n/a
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Review Markings:

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30 JUN 2005

Review Media Identifier:
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